AMENDMENTS TO THE CLAIMS

Claim 1 (Currently amended)   A method for using an existing computer network directory of a first plurality of providers associated with a master entity to create a new computer network directory of a second plurality of providers associated with a subordinate entity, the method comprising:

establishing computer communications between the master entity and the subordinate entity;

defining a customization model;

using the existing computer network directory and the customization model to create the new computer network directory;

storing both the existing computer network directory and the new computer network directory;

assigning an identifier corresponding to the subordinate entity; and

embedding, under computer control of the master entity, the identifier into at least a portion of the new computer network directory.

Claim 2 (Original)   The method of claim 1 wherein the second plurality of providers is a subset of the first plurality of providers.

Claim 3 (Original)   The method of claim 1 wherein the first plurality of providers offers goods, services or both goods and services.

Claim 4 (Original)   The method of claim 1 wherein each of the first plurality of providers is associated in the existing computer network directory with a network location.

Claim 5 (Original)   The method of claim 4 wherein each of the second plurality of providers is associated in the new computer network directory with a network location.

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Claim 6 (Original) The method of claim 5 further comprising referring potential customers to one or more of the second plurality of providers by passing linking information for each of the one or more of the second plurality of providers through a hosting server controlled by the master entity.

Claim 7 (Original) The method of claim 6 wherein network location information for one or more of the first plurality of providers is copied at least in part to the new computer network directory.

Claim 8 (Original) The method of claim 4 wherein each of the first plurality of providers is associated in the existing computer network directory with a unique network location identified by a uniform resource locator.

Claim 9 (Original) The method of claim 1 further comprising providing a server controlled by a master entity and wherein defining the customization model comprises accessing the server by the subordinate entity to define the customization model.

Claim 10 (Original) The method of claim 1 wherein each of the first plurality of providers has a contractual duty to share at least a portion of its revenue with the master entity.

Claim 11 (Original) The method of claim 10 wherein one or more of the second plurality of providers has a contractual duty to share a least a portion of revenue with the subordinate entity.

Claim 12 (Original) The method of claim 11 wherein the portion of revenue of the one or more second plurality of providers is established by the contractual relationship of the master entity with the first plurality of providers.

Claim 13 (Original) The method of claim 11 further comprising sending revenue from the master entity to the subordinate entity corresponding to the portion of revenue of the one or more second plurality of providers.

Claim 14 (Original) The method of claim 1 wherein the new computer network directory is configured to provide a directory of merchants for online shopping by customers.

Claim 15 (Original) The method of claim 14 wherein defining the customization model comprises selecting by the subordinate entity of product categories to use in copying selected data from the existing computer network directory.

Claim 16 (Original) The method of claim 1 further comprising providing an online shopping environment for customers using the new computer network directory wherein customers may select a merchant from the new computer network directory for making a purchase.

Claim 17 (Original) The method of claim 16 wherein (i) the online shopping environment comprises a user interface and (ii) defining the customization model comprises defining conditional rules; and the method further comprising dynamically updating the user interface based on the conditional rules.

Claim 18 (Currently Amended) A computer system for using an existing computer network directory of a first plurality of providers associated with a master entity to create a new computer network directory of a second plurality of providers associated with a subordinate entity, comprising a computer for:

establishing computer communications between the master entity and the subordinate entity;

defining a customization model;

using the existing computer network directory and the customization model to create a new computer network directory;

storing both the existing computer network directory and the new computer network directory;

assigning an identifier corresponding to the subordinate entity; and

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embedding, under computer control of the master entity, the identifier into at least a portion of the new computer network directory.

Claim 19 (Currently Amended)   A program product for use with a computer, having computer readable program code for using an existing computer network directory of a first plurality of providers associated with a master entity to create a new computer network directory of a second plurality of providers associated with a subordinate entity, the program product comprising:

computer readable program code for establishing computer communications between the master entity and the subordinate entity;

computer readable program code for defining a customization model;

computer readable program code for using the existing computer network directory and the customization model to create the new computer network directory[[.]] ;

computer readable program code for storing both the existing computer network directory and the new computer network directory;

computer readable program code for assigning an identifier corresponding to the subordinate entity; and

computer readable program code for embedding, under computer control of the master entity, the identifier into at least a portion of the new computer network directory.

Claim 20 (Currently Amended)   A method for tracking referrals from a plurality of subordinate entities, wherein each of the plurality of subordinate entities markets to customers using a new computer network directory generated from selected portions of an existing computer network directory, wherein the existing computer network directory comprises a list of a first plurality of providers associated with a master entity, and wherein the new computer

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network directory comprises a list of a second plurality of providers associated with a subordinate entity, the method comprising:

defining a customization model;

using portions of data from the existing computer network directory as governed by the customization model to create a new computer network directory;

storing both the existing computer network directory and the new computer network directory;

assigning, by the master entity, a master identifier corresponding to the subordinate entity;

assigning, by each of the second plurality of providers, a provider identifier corresponding to the subordinate entity; and

maintaining an association, by the master entity, between the master identifier and each provider identifier assigned by the second plurality of providers to track referrals from the subordinate entity.

Claim 21 (Original) The method of claim 20 further comprising embedding, under computer control of the master entity, the master identifier into at least a portion of the new computer network directory.

Claim 22 (Original) The method of claim 21 wherein the embedding comprises embedding the master identifier into one or more links of a shopping mall website based on the new computer network directory.

Claim 23 (New)   A method for using an existing computer network directory of a first plurality of providers associated with a master entity to create a new computer network directory of a second plurality of providers associated with a subordinate entity, the method comprising:

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establishing computer communications between the master entity and the subordinate entity;

defining at least one rule to characterize an on-line shopping mall;

using the existing computer network directory and the at least one rule to create the new computer network directory;

assigning an identifier corresponding to the subordinate entity; and

embedding, under computer control of the master entity, the identifier into at least a portion of the new computer network directory.

Claim 24 (New)   The method of claim 23 wherein one of the at least one rule comprises a product category.

Claim 25 (New)   The method of claim 23 wherein one of the at least one rule comprises featured merchants.